



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

CONTRACT

<u>Contract / Revision</u> 944073 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 08/23/12 - 09/02/12		<u>Estimate #</u> 11641
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	08/30/12	08/30/12	5a A7N More In The AM	5-6a		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$250.00			
N 2	KOAT	08/23/12	08/23/12	6a A7N More In The AM	6-7a		:30			NM	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$600.00			
N 3	KOAT	08/27/12	08/31/12	6a A7N More In The AM	6-7a		:30			NM	3	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-W-F--				3	\$600.00			
N 4	KOAT	08/24/12	08/24/12	Good Morning America	7-9a		:30			NM	1	\$495.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$495.00			
N 5	KOAT	08/28/12	08/30/12	Good Morning America	7-9a		:30			NM	3	\$1,485.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				3	\$495.00			
N 6	KOAT	08/25/12	08/25/12	5-6a	5-6a		:30			NM	1	\$120.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$120.00			
N 7	KOAT	08/25/12	08/25/12	Sa 6a A7N More in the AM	6-9a		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$250.00			
N 8	KOAT	08/26/12	08/26/12	5-6a	5-6a		:30			NM	1	\$85.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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944073 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/23/12 - 09/02/12	Candidate	11641

<u>Advertiser</u>	<u>Original Date / Revision</u>
Heinrich/D/Senate	08/21/12 / 08/21/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$85.00			
N 9	KOAT	09/02/12	09/02/12	Su 6a A7N More in the AM	6-9a		:30			NM	1	\$200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$200.00			
N 10	KOAT	08/24/12	08/24/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$180.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$180.00			
N 11	KOAT	08/27/12	08/31/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	2	\$360.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M---F--				2	\$180.00			
N 12	KOAT	08/28/12	08/30/12	Anderson Cooper	11a-12n		:30			NM	2	\$240.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-T---				2	\$120.00			
N 13	KOAT	08/23/12	08/23/12	Chew, The	12-1pm		:30			NM	1	\$135.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$135.00			
N 14	KOAT	08/27/12	08/29/12	Chew, The	12-1pm		:30			NM	2	\$270.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-W----				2	\$135.00			
N 15	KOAT	08/24/12	08/24/12	General Hospital	2-3p/1-2p		:30			NM	1	\$150.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$150.00			
N 16	KOAT	08/31/12	08/31/12	General Hospital	2-3p/1-2p		:30			NM	1	\$150.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				1	\$150.00			
N 17	KOAT	08/23/12	08/24/12	Ellen 3-4p	3-4p		:30			NM	2	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$150.00			
N 18	KOAT	08/28/12	08/30/12	Ellen 3-4p	3-4p		:30			NM	2	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-T---				2	\$150.00			
N 19	KOAT	08/23/12	08/23/12	Dr Oz	4-5p		:30			NM	1	\$250.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$250.00			
N 20	KOAT	08/27/12	08/31/12	Dr Oz	4-5p		:30			NM	3	\$750.00
Class of Time - Immediately Pre-emptible without notice												

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Advertiser	Original Date / Revision
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-W-F--				3	\$250.00			
N 21	KOAT	08/24/12	08/24/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$450.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----F--				1	\$450.00			
N 22	KOAT	08/28/12	08/31/12	Action 7 News @ 5p	5-530p		:30			NM	3	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-TF--				3	\$450.00			
N 23	KOAT	08/23/12	08/23/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$700.00			
N 24	KOAT	08/27/12	08/29/12	Action 7 News @ 6p	6-630p		:30			NM	2	\$1,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-W----				2	\$700.00			
N 25	KOAT	08/23/12	08/24/12	Action 7 News @ 6p	6-630p		:30			NM	2	\$1,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$600.00			
N 26	KOAT	08/27/12	08/31/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$600.00			
N 27	KOAT	08/26/12	08/26/12	Extreme Makeover	Prime Other		:30			NM	1	\$1,165.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,165.00			
N 28	KOAT	08/23/12	08/23/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---T---				1	\$800.00			
N 29	KOAT	08/27/12	08/31/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	4	\$3,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-TF--				4	\$800.00			
Totals											51	\$21,635.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	17	\$6,880.00	\$5,848.00
08/27/12 - 09/02/12	34	\$14,755.00	\$12,541.75
Totals	51	\$21,635.00	\$18,389.75

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Signature: _____ **Date:** _____

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